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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 5

Complete if Known

Application Number	10/615,593
Filing Date	July 8, 2003
First Named Inventor	Mika
Art Unit	2121
Examiner Name	Unknown HALL, T
Attorney Docket Number	058058-5001

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
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		US- 5,710,887	01/20/1998	Chelliah et al.	
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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
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		WO 01/04784	01/18/2001	Haefeker et al.		
		WO 01/11516	02/15/2001	Compton et al.		
		WO 01/37119	05/25/2001	Ferber et al.		
		WO 01/39010	05/31/2001	Ferber		
		WO 01/40920	06/07/2001	Botelho et al.		

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		US- 2002/0004733	01/10/2002	Addante	
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TH		WO 01/54480	08/02/2001	Jaye		
		WO 02/03291	01/10/2002	Beyda		
		WO 02/33626	04/25/2002	Wang et al.		
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First Named Inventor Mika

Art Unit 2121

Examiner Name Unknown

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
TH		Web Advertising: Ad Banner Servers, Ad Server Software, Banner Management Software, Just Web Ads, "Ad Serving Without Hassles;" http://www.justwebads.com ; pp. 1-2,	
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TH		Marketing and Advertising Management, Adforce: "Adforce is the advertising management service for the digital age;" http://www.adforce.com ; pp. 1-4, downloaded August 10, 2004	
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		http://www.adcomplete.com ; pp. 1-10, downloaded August 10, 2004.	
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NON PATENT LITERATURE DOCUMENTS

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		manage, deliver, analyze and optimize their marketing initiatives and customer relationships in order to improve ROI and competitive advantage;" http://www.doubleclick.com/us/	
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